



**DOWNTOWN
LONG BEACH
ALLIANCE**

Downtown Long Beach Alliance Community Events Microgrant Guidelines & Application

Thank you for your interest in submitting a proposal for possible funding for your event or program to serve Long Beach's Downtown communities. DLBA is grateful for local businesses and community organizations that produce and coordinate diverse, inclusive, and engaging events that activate our neighborhoods.

This document includes key guidelines, scoring criteria, and the application.

Please note that there is a total of \$5,000 available for this cycle of DLBA Community Microgrants. Be sure to review the [DLBA boundaries](#) to ensure your sponsorship proposal is in the service area.

Key Guidelines for Applications

When submitting your application, please follow these guidelines:

- Proposals should be submitted using the grant application provided in this document.
- DLBA reserves the right to adjust the cycles based on the availability of funds. Please note that cycles for the following fiscal year may be adjusted.
- Events from **April 1 - September 30, 2024**
 - February 1, 2024 - Application process **OPENS**
 - March 1, 2024 - **Deadline to Submit**
 - March 11, 2024 - Grant proposal review process
 - March 15, 2024 - Grant notifications
- Awards will be made by the DLBA Special Events & Sponsorship Committee and key staff on a case-by-case basis. There will also be either a staff or committee member representative from the Economic Development and/or Marketing Committees.
- An average award will range from **\$250 to \$750** and there is currently \$5,000 available for this cycle.
- If your organization is asking for more than one sponsorship, for example, a series of events, please take into consideration the amount of funds DLBA is able to provide the Downtown community as a whole and plan realistically.
- All funding proposals must be supported by at least one **Downtown representative (City, elected official, ratepayer, partner with ratepayer, active Downtown business license)**. Please include the name and contact information of the representative who is familiar with and supportive of your proposal.
- Should a Special Events & Sponsorship Committee Member apply, they must recuse themselves from the selection process for the cycle they are applying for.
- If a sponsorship is awarded, 75% of the funds will be provided 30 days prior to the event in the form of direct payment of an invoice or reimbursement of the invoice. The remaining 25% of funding will be provided following your completion of the post-event/program report submitted to the DLBA, within 30 days of the event's conclusion.
- Awards are non-transferable if the original event is canceled.
- All awarded applicants will be required to provide a post-event/program report to receive the remaining funds. Report instructions are noted on the application - please review them prior to submitting the application to ensure your organization can meet the report requirements.
- All DLBA-sponsored events and programs must be **accessible and open to the public** to receive funding.

- Sponsorship funds can be allocated to equipment, product, marketing/advertising, and City services. It is not applicable to administrative and event management fees.
- While not required, supplemental materials are an option and can be provided at the time of submission. Supplemental materials can include but are not limited to the following:
 - Background information and/or resume/biography of event producers/coordinators
 - Event budget in a spreadsheet as a PDF with complete line-item expenses, revenue
 - Listing of secured and pending sponsorships with amounts including any in-kind donations or services
 - List of all sponsorship packages available including associated benefits
 - Samples of collateral and advertising materials if available including any past events of a similar nature
- **Proposals not fully completed will not be accepted.**

Application Scoring Criteria

Once the deadline has occurred the Special Events & Sponsorship Committee will begin a thorough review process. The process will include the following criteria and their weighted percentages:

- Diversity, Equity, Inclusion & Accessibility (DEIA) Impact - a narrative on how your event or program will be inclusive and accessible (ex: accessible restrooms, marketing in a variety of communities, a diverse group of event content providers)
- Geography of Events/Programs in Downtown
- Marketing Elements and Reach including Social Shares Plan
- Audience/Participants Numbers including how many people from outside of Downtown
- Sponsorship Benefits and Deliverables
- Experience with event/program production
- General impact on Downtown businesses

[CLICK HERE TO APPLY.](#)